

TABLE IV
 1ST & 2ND PICKUPS MADE BY THE FTC
 November 1967 & February 1968
 1ST PICKUP (FTC DATA) - 2ND PICKUP (P.M. DATA)
 BRANDS RANKED ACCORDING TO FTC TAR

BRAND-	SIZE	FTC TAR, MG/CIGT	NICOTINE, MG/CIGT
1. MARVELS	RF	3.9	.12
2. MARVELS	KFM	4.2	.22
3. FRAPPE	KF	6.2	.23
4. MARVELS	KF	6.4	.22
5. TRYON	KFM	7.1	.60
6. CARLTON	KFC	7.2	.50
7. CASCADE	KFM	7.8	.27
8. LIFE	KFC	9.7	.74
9. TRYON	KF	10.2	.85
10. DUKE	KFC	10.4	.38
11. MONTCLAIR	KFMC	10.9	.73
12. VOGUE (COLOR)	KF	11.9	.40
13. TRUE	KFM	12.7	.68
14. TRUE	KF	12.8	.65
15. SANO	KFC	12.9	.38
16. SANO	KFMC	13.8	.42
17. SILVA THINS	100	13.8	.83
18. KENT	RF	14.4	.86
19. TEMPO	KFC	14.9	.73
20. DOMINO	KFM	15.0	.71
21. HOME RUN	RNF	15.5	.94
22. PARLIAMENT	LF	15.8	1.01
23. KENT	LF	16.0	1.02
24. PARLIAMENT	KF	16.1	1.05
25. CAMEL	KFM	16.9	1.24
26. LARK	KFC	17.1	1.04
27. KENT	KF	17.4	1.09
28. TAREYTON	KFC	17.5	1.07
29. BENSON + HEDGES	RF	17.6	1.22
30. BENSON + HEDGES	KF	17.7	1.29
31. COUPON	RNF	18.1	1.56
32. MAPLETON	KF	18.2	.79
33. WINGS	KF	18.3	1.36
34. MARLBORO (BOX)	100	18.3	1.40
35. PICAYUNE	RNF	18.4	1.53
36. L AND M	RF	18.5	.93
37. ALPINE	KFM	18.6	1.19
38. OLD GOLD	KF	18.8	1.16
39. DUMAURIER	KF	18.8	1.37
40. P.M FILTER	KFC	18.9	1.29
41. DOMINO	KF	19.0	.87
42. GALAXY	KFC	19.0	1.41
43. YUKON	KFM	19.2	.91
44. DEVON	KFM	19.3	1.23
45. LUCKY STRIKE MENTHOL	100C	19.4	1.03
46. L AND M	LF	19.4	1.06
47. SPRING	100	19.5	1.08
48. STRATFORD	KFM	19.7	.84
49. STRATFORD	KF	19.8	.90
50. BENSON AND HEDGES	100	19.8	1.39
51. P.M. MENTHOL	KFMC	20.0	1.28
52. OLD GOLD	RNF	20.1	1.21
53. TAREYTON	100C	20.2	1.23
54. KOOL	KFM	20.2	1.56
55. WINSTON	KF	20.4	1.29
56. NEWPORT	KFM	20.4	1.30
57. MARLBORO	LF	20.4	1.34
58. DOVER LONGS	100	20.4	1.49
59. SANO	RNF	20.5	.61
60. OMAR	RNF	20.5	1.15
61. OASIS	KFM	20.5	1.22

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TABLE IV
(continued)
BRANDS RANKED ACCORDING TO FTC TAR

BRAND	SIZE	FTC TAR, MG/CIGT	NICOTINE, MG/CIGT
62. GAULOISES	RF	20.5	1.33
63. NEWPORT	LFM	20.5	1.33
64. LUCKY STRIKE	100C	20.6	1.28
65. BELAIR	KFM	20.6	1.56
66. LUCKY STRIKE	KFMC	20.7	1.22
67. MARLBORO	KF	20.7	1.41
68. WINSTON	LF	20.8	1.22
69. RALEIGH	KF	20.8	1.53
70. SWEET CAPORAL	KFM	20.9	1.30
71. MARLBORO	KFM	20.9	1.38
72. CHESTERFIELD	KFM	21.0	1.19
73. CAMEL	KF	21.0	1.26
74. VICEROY	KF	21.0	1.43
75. SALEM	KFM	21.1	1.36
76. L AND M	KF	21.3	1.15
77. CHESTERFIELD 101	100	21.4	1.35
78. VICEROY	LF	21.4	1.40
79. HELMAR	LF	21.4	1.47
80. BENSON + HEDGES MEN.	100	21.5	1.42
81. LUCKY STRIKE FILTER	KFC	21.7	1.33
82. MARVELS	KNF	21.8	.82
83. CENTURY	100	22.1	1.47
84. PALL MALL MENTHOL	100	22.3	1.47
85. DOMINO	KNF	22.4	.95
86. MAPLETON	RNF	22.4	1.00
87. CHESTERFIELD	KF	22.4	1.16
88. NEWPORT	100	22.6	1.43
89. CHESTERFIELD	RNF	22.7	1.20
90. PHILIP MORRIS	RNF	22.7	1.45
91. PIEDMONT	RNF	23.0	1.54
92. PALL MALL	100	23.1	1.56
93. HOLIDAY	KF	23.3	1.30
94. GAULOISES	RNF	23.3	1.39
95. KENT	100	23.4	1.46
96. COLONY MENTHOL	100	23.8	1.35
97. YORK FILTER	100	23.9	1.59
98. STRATFORD	KNF	24.1	1.04
99. CAMEL	RNF	24.2	1.39
100. MARLBORO	100	24.4	1.72
101. CAVALIER	LNF	24.6	1.57
102. COLONY	100	24.9	1.55
103. HALF AND HALF	KF	24.9	1.88
104. WINSTON MENTHOL	100	25.2	1.66
105. ENGLISH OVALS	RNF	25.2	1.88
106. L AND M MENTHOL	100	25.3	1.44
107. L AND M	100	25.6	1.41
108. PALL MALL MENTHOL	95	25.9	1.45
109. OLD GOLD	KNF	26.3	1.55
110. KOOL	RNF	26.3	1.84
111. LUCKY STRIKE	RNF	26.4	1.55
112. WINSTON	100	26.7	1.74
113. SALEM	100	27.0	1.74
114. PALL MALL	KNF	27.1	1.60
115. HOLIDAY	KNF	27.8	1.64
116. RALEIGH	KNF	27.8	1.98
117. PALL MALL	95	28.1	1.58
118. P.M. COMMANDER	KNF	28.1	1.79
119. CHESTERFIELD KING	KNF	28.6	1.54
120. BULL DURHAM	KF	28.9	1.74
121. H.TAREYTON	KNF	29.4	1.64
122. PLAYERS	RNF	30.6	2.01
123. VOGUE (BLACK)	KF	30.7	1.05
124. BRANDON	KNF	31.5	2.02
125. FATIMA	KNF	31.8	1.67
126. ENGLISH OVALS	KNF	32.3	2.42
127. VENTURE	KF	35.9	2.86

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